



UNITED WAY
Greater
Charlottesville

ENVISION
HELPING ALL FAMILIES THRIVE

INNOVATE

FOR GOOD

WITH UNITED WAY



2025
ANNUAL REPORT



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ON THE
COVER

Ready Region Family Council members and children gathered for a day of celebration and community-building at Wildrock this past spring. Photo by Rebecca George.

LETTER FROM OUR LEADERS

Dear Friends,

Thank you for advancing United Way of Greater Charlottesville’s work innovating cutting-edge solutions to help families who are struggling to make ends meet. Though part of a national brand, our organization is autonomous in mission and programs, among a small group of forward-thinking United Ways dedicated to a new model for cross-sector engagement and direct service delivery. Every day, our team works tirelessly to help ALL families in our region thrive—and we are committed to doing so through an approach firmly centered on innovating for good.

Like a business pursuing strategic growth, United Way develops programs by exploring, refining, and scaling systems-level solutions to place families on a positive trajectory in the immediate as well as their extended life journeys. We support these families holistically, whether that means access to high-quality early education, or in the most practical elements of ensuring they can reliably work and support their families’ busy lives. For Dorian and her girls, our Client Highlight in this year’s Annual Report, this holistic support meant participating in multiple United Way programs over the course of nearly a decade, ultimately resulting in her achieving her life-long dream of homeownership.

With your support, we are going beyond stop-gap, temporary solutions and are affecting broadscale systems-change, while maintaining a nimble posture as we anticipate and respond to unpredictable changes in state and federal policy.

Thank you for your commitment to United Way of Greater Charlottesville. Grounded in our pledge to innovate for good, in 2026 we will continue to move forward, together, to make our community a place where all families can thrive.

In gratitude,

Ravi Cooper

Ravi Cooper
President & CEO

Dr. M. Norman Oliver

Dr. M. Norman Oliver
Board Chair

WHAT WE DO

At United Way of Greater Charlottesville, we help bring people, organizations, and other partners together to create a stronger, more vibrant community where everyone can reach their full potential.



Our Work

We focus on three distinct impact areas:

- #1 Financial Stability
- #2 School Readiness
- #3 Connected Community

Our Mission

United Way of Greater Charlottesville connects our community, enabling individuals and families to achieve their potential.

Our Vision

A strong, equitable community where every person can thrive.

Envision is a unique cross-sector initiative led by United Way of Greater Charlottesville to increase economic independence for 1,800 families through our core impact areas of Financial Stability and School Readiness, powered by our work to build a Connected Community.

ENVISION
HELPING ALL FAMILIES THRIVE

OUR NEIGHBORS

Working Hard, but Struggling to Make Ends Meet

For nearly 10,000 families in our region (Charlottesville, Albemarle, Fluvanna, Greene, Louisa, Nelson, and Orange), working 40+ hours/week isn't enough.

Since 2000, area home prices have increased more than any other region in Virginia. Simultaneously, employees in our community earn less, especially in sectors with the highest rates of regional employment: healthcare and education.

For these families, every bump in the road—be it a car problem, sick child, or broken appliance—is an emergency. Let's be clear: these are the people who ensure our community's most basic infrastructure and provide care for the people who matter most in our lives. They are nursing assistants, childcare workers, bus drivers, home health aides, cashiers, dental assistants, and auto mechanics. They are the backbone of our community, and yet often feel invisible.

Because these households are fully employed, they do not qualify for social services; however, they often do not have insurance benefits because they are juggling multiple parttime jobs. Since the launch of the Envision initiative in 2022, United Way of Greater Charlottesville has responded with targeted programs to directly support this population. We are here to help all families in our community thrive.

When we provide our neighbors with a leg up, the impact is immediate: financial relief for their families and an improved life trajectory for their children. United Way's practical approach to meeting families where they are has made clear that personalized programs and services can help local families achieve and maintain financial independence and an overall higher standard of living, while providing stability to the regional workforce.

- » We are here for the family who is stuck in a perpetual cycle of economic hardship.
- » We are here for the stressed-out parent who will lose their job without access to reliable transportation.
- » We are here for the nurse aide who wants to be a Registered Nurse but can't afford the course fee.
- » We are here for the teacher who is charged with caring for our infants, toddlers, and preschool-aged children, yet who is paid less than one can make working in most retail positions.
- » We are here for the single mother trying to pursue the education necessary to scale her career, but who can't find—nor afford—a space for her toddler at a local childcare center.



A HOME OF HER OWN

For Dorian and her daughters, years of dedication and support have finally led to a place they can truly call home.



On a summer evening in Charlottesville, Dorian prepares dinner with her three daughters in the kitchen of their new home—the first she has ever owned. The girls help chop vegetables from the family’s garden, and laughter fills the room. For Dorian, these simple moments are extraordinary: the result of years of hard work, perseverance, and support from her community.

A dedicated mother of three and a committed professional in Student Affairs at the University of Virginia, Dorian has always dreamed of creating an enduring foundation for her family. That dream came into sharper focus in 2023, when she connected with United Way of Greater Charlottesville. Facing the sudden closure of several childcare centers, she wasn’t sure how she would keep working while caring for her two youngest children. With United Way’s help, she secured Early Learner Scholarships that provided quality preschool at no cost, lifting a heavy burden from her shoulders and allowing her to focus on her career.



As Dorian enjoys life in her new home, she is constantly reminded that her decades of hard work have finally paid off.





Shortly thereafter, Dorian began working with United Way's Family Investment Program. Partnering with United Way VP of Financial Stability Impact, Ella Jordan, she committed to building her savings, reducing her debt, and steadily improving her credit. "No one has been more focused or dedicated," Ella recalls. That focus carried Dorian through a years-long journey of budgeting, saving, and taking every step necessary to move closer to her ultimate goal: homeownership.

The process was far from easy. She toured dozens of homes that slipped out of reach for one reason or another. But Dorian never let discouragement stop her. She completed Virginia Housing's homeownership course in record time, carefully pieced together assistance from United Way and Piedmont Housing Alliance, and continued working full-time while raising her daughters and pursuing further education in business management.

"Then, in 2025, her persistence paid off. With an unexpected boost from an anonymous United Way donor inspired by her story, Dorian closed on her first home."

Then, in 2025, her persistence paid off. With an unexpected boost from an anonymous United Way donor inspired by her story, Dorian closed on her first home.

"It still hasn't hit me yet," she admits. "I just hope that one day, I'll be able to give back like this."

For her daughters, the adjustment has been quicker. "It's like a mini mansion to them compared to where

Access to reliable transportation, affordable childcare, and financial education can help our neighbors become economically independent and professionally successful.

we came from," Dorian says with a smile. Beyond space and comfort, the house represents something deeper: security, stability, and the chance to grow up knowing they are truly home.

For Dorian, it is also the fulfillment of a lifelong dream. She had long understood the importance of building something of her own, but turning that vision into reality required both her determination and the right support at the right time. Childcare scholarships provided the foundation. Long-term financial partnership through the Family Investment Program gave her tools and encouragement to keep moving forward. And the generosity of the

United Way donor community helped her piece together the final steps to homeownership.

Together, those resources—combined with Dorian's resilience—made the difference.

Today, Dorian is proud to say she owns her home. She enjoys planting in her garden, relaxing on the screened-in porch, and imagining the future. She has even encouraged her mother to consider buying a house nearby, as their family roots in Charlottesville grow stronger.

Most of all, she is grateful to know her daughters will remember this moment as the start of their stable foundation. "They understand that this is mommy's house," she says. "It feels good to come home to something you've worked so hard for."

For Dorian, the house is more than walls and a roof. It is a symbol of persistence rewarded, dreams realized, and the promise of a brighter future—for herself, her children, and generations to come.



FINANCIAL STABILITY

Investing in Our Workforce Today for Improved Outcomes Tomorrow

United Way of Greater Charlottesville takes a comprehensive, individualized approach to working with local families through our suite of Financial Stability programs and wrap-around services. These initiatives have the

indispensable benefit of enabling families to work reliably and advance their careers. The positive impact on employers, as well, is far-reaching—improved talent recruitment and retention, fewer missed hours, and higher worker productivity overall.

As Dorian's story highlights, when our neighbors are offered practical solutions to long-term challenges, the impact is immediate and reverberates to yield financial relief for their families and an improved life trajectory for their children.


7 Families
Achieved their lifelong goal of homeownership

FAMILY INVESTMENT PROGRAM

United Way's signature program helps working families meet personalized financial goals.

Taking a holistic, high-engagement approach, this program—built through targeted investment from the Perry Foundation and a dedicated committee of community leaders—enables families to develop and implement, in collaboration with United Way staff, financial action plans that build economic independence and generational wealth. Participants benefit from matched investments in emergency savings, payments on debt acquired from sources including payday lenders and private for-profit universities, and downpayment assistance for milestone property purchases.

In FY25, United Way helped 15 families, including Dorian's, on their paths to financial stability. 7 of those families achieved or are in the final stages of achieving their lifelong goal of homeownership. With increased resources in the year ahead, United Way seeks to scale this program for heightened community impact.

ENVISION ENVISION GOAL

Support 1,800 working families to move closer to financial independence by December 2027.


223 Families
Supported through United Way transportation programs in FY25

TRANSPORTATION TOOLS & SERVICES

TOTAL FAMILIES SUPPORTED: 223

United Way offers a tiered menu of transportation services to assist individuals and families, especially those who work in Charlottesville and are moving to outlying counties in pursuit of more affordable housing.

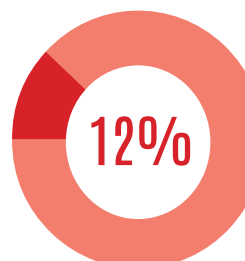

9 VEHICLES PURCHASED

Driving Lives Forward

In FY25, 9 client families successfully purchased quality used vehicles, enabling them to get to work, school, medical appointments, and daily errands. United Way staff assist with budget alignment around vehicle, loan, and insurance payments;

coordinate with partners at Virginia National Bank to ensure access to an affordable loan structure; and facilitate vehicle matches with Carter Myers Automotive. A typical vehicle purchase in FY25 was a 2016 Compact SUV, for approximately \$12,000.

Without assistance from United Way, Total monthly auto payments make up more than 12% of our average client's income.



“Lack of reliable and affordable transportation is a roadblock for many families in our community. Nonprofits help with childcare, job skills, and housing, but we didn't have a solution for the transportation challenge until Driving Lives Forward.”

Liza Borches, CEO of Carter Myers Automotive


19 REPAIRS MADE

Vehicle Repair Program

Launched in FY25 to further address transportation needs as a leading barrier for working families, stipends of up to \$2,500 can be used toward repairs among a network of United Way-vetted mechanic partners. 66 applications were received in FY25. 19 were accepted due to available resources.

“I was living paycheck-to-paycheck and facing financial hardship. The Vehicle Repair Program at United Way helped me maintain reliable transportation to and from work. It's not even a loan—it's a gift from the community.”

Program Participant


198 COMMUTES MADE EASIER

Lyft

Thanks to a grant awarded to United Way through the Lyft ride-sharing company and United Way Worldwide, families can now access vouchers for short-term commutes between work and home, while working toward more comprehensive solutions, especially via Driving Lives Forward and the Vehicle Repair Program. 198 rides were distributed in FY25, with an average ride length of 13 minutes.



Santa Fund for Schoolkids

Each year, through the generosity of our community, United Way helps local families purchase essential school supplies for their children, including clothing, shoes, glasses, and backpacks. In FY25, in partnership with The Daily Progress and Newsradio WINA, Santa Fund raised nearly \$260,000—the highest total ever recorded since its founding in 1896.



Examples include:

- A computer, scrubs, nursing shoes, and a stethoscope to enable a local mother to finish her last semester of nursing school at Piedmont Virginia Community College
- A uniform and tuition for an individual in their 20s to complete their Emergency Medical Technician training course

SMALL BUSINESS & PROFESSIONAL DEVELOPMENT RESOURCES

United Way has created a pipeline of grant funds for working families seeking economic uplift through entrepreneurship.



PROSPER

New in 2025 is the program Pathway to Prosperity. United Way provided up to \$2,500 in stipends to 15 area families to cover unmet professional development needs.

- **SVN7VII** (original fashion design & apparel)
- **Sisters Who Care** (in-home personal care services)
- **Monster Cleaning Services** (residential; specializing in deep-cleans)
- **Black Roses Landscaping** (comprehensive residential services)



Business Development Grants

United Way, in partnership with Charlottesville Regional Chamber of Commerce Minority Business Alliance, provided 7 grants of \$7,000 to help small businesses on their initial journey to financial stability.

- **Mahogany and Friends** (financial literacy books for youth)
- **By Sasha Lashae** (handcrafted wood products)
- **Little Manila** (Filipino restaurant and food truck)
- **Style & Beyond** (hair studio and salon)
- **Reincarnation of Beauty** (wellness center and beauty services)
- **Shaniece Be** (luxury wellness experiences)
- **Mixed Beauty Bar** (hair, nails, and skin services)



Grants generated an average net income increase of \$19,342

Envision Enterprise Grants



United Way, in partnership with City of Charlottesville and Albemarle County Offices of Economic Development, provided 4 grants of \$10,000 to support small businesses seeking to expand. Grants generated an average net income increase of \$19,342 through investments in equipment, inventory, and marketing for the following local businesses:

IMPACT AREA

SCHOOL READINESS

Building Brighter Futures by Expanding Access to Early Learning

2025 has been a crucial year for United Way of Greater Charlottesville's efforts to ensure that all children in our community start kindergarten on a level playing field. Leveraging more than a decade of strategic convening in the childcare sector, our expertise and collaborative approach enables us to innovate in creating practical solutions led by grassroots partners to expand access to high-quality early childhood care and education.

Still, too many children cannot access the early learning environments they need to thrive—and too many working families are forced to choose between earning a living and finding reliable childcare. The absence of these resources can have life-altering impacts. 90% of brain development occurs for children between the ages of 0-5. By 3rd Grade reading SOLs, disparities can be severe; and it's often too late for significant intervention.

This broken system and its farreaching ramifications reflect historic misunderstandings of the importance of early learning, and longstanding underinvestment in sustainable models of care. The challenges are numerous:

Skyrocketing Costs

The cost of full-day, year-round care for an infant in our community averages nearly \$20,000—rivaling, if not exceeding, undergraduate tuition at most Virginia public universities.

Insufficient Subsidies

Local centers that accommodate

families qualifying for federal subsidy programs are only reimbursed at an average of 57% of the true cost of infant care.

Shrinking Workforce

The number of U.S. childcare workers decreased 20% from 2019-2021 and remain below pre-pandemic levels today, primarily due to low, stagnant wages. (The average Lead Teacher at a private center in Greater Charlottesville makes \$17/hour.) At the same time, the average center spends more than 60% of its annual budget on labor.

CREATING SPACE FOR MORE KIDS



Capacity-Building at Local Centers

In FY25, United Way created an estimated 102 new student slots at providers in Greater Charlottesville through a first-time strategic grantmaking initiative with partners at the Anne & Gene Worrell Foundation. Seven grantee-partners made

102

New student slots created in FY25 by United Way

ENVISION

ENVISION GOAL

Reduce the current regional shortfall of 2,700 early education and care slots.*

improvements to physical classroom spaces, invested in learning materials, and hired new staff to accommodate increased student capacity:

- All Kidz Christian Childcare
- Antioch Christian Academy Daycare Center
- Kidz Nation Academy at Harvest Church of God
- Mountain Lake Childcare
- Piedmont Family YMCA at Sentara Martha Jefferson Hospital
- Piper Ivy Preschool
- Tams Toddler Town

2 of 7 centers are located in counties outside Charlottesville and Albemarle, where childcare access is especially limited. With over \$1,000,000 in requests received from 36 local centers during our first grant cycle, United Way is optimistic about our community's interest and ability to significantly address the shortfall in available slots through this program.



Learn more about this year's grant recipients at the link here.

MAKING EARLY LEARNING ACCESSIBLE FOR ALL



Ready Region Blue Ridge

United Way of Greater Charlottesville continues to lead regional systems-building efforts in early childhood care and education in partnership with the Virginia Department of Education and Virginia Early Childhood Foundation through Ready Region Blue Ridge. In FY25, we provided 514 full-day, year-round childcare placements to help prepare children for kindergarten success, while allowing their parents to enter or remain in the workforce. In addition, United Way staff collaborated with 864 classrooms and 2,095 teachers throughout our region to improve quality through training and curriculum support.



Explore how RRBR is strengthening quality, increasing access, building relationships, and engaging families at the link here.



Early Learners Scholarships

United Way provided 55 additional scholarships to residents of Charlottesville and Albemarle as part of this legacy childcare program.



“Working with United Way has had a profound impact on our childcare journey. It has empowered us to transform our space and launch much-needed programs that are vital to sustaining childcare for working families.”

Thomasina Turner, Owner and Director, Mountain Lake Childcare



569

Year-round childcare scholarships offered in FY25 by United Way



Head Start

Founded in 1965, Head Start helps prepare America's most vulnerable children to succeed in and out of school, focusing on the provision of free early learning services for families that meet the federal low-income guidelines.

In early 2024, grant funding to support the nearly 200 low-income families that rely on Head Start and Early Head Start in our community was relinquished without a clear path forward. In the spring of 2024, United Way convened key stakeholders to re-establish our community's relationship with the Office of Head Start and retain teachers who would be necessary for the future of these vital programs.

United Way ultimately led the submission of an application for renewed Head Start funding in January

2025 and has now officially accepted the role of central operator for the provision of Head Start and Early Head Start services in Charlottesville, Albemarle, Fluvanna, Louisa, and Nelson. United Way is thrilled to collaborate with public school systems and other partners throughout our region to bring these programs to life beginning in FY26.

***Resolving these complex issues requires both near-term tactical supports, and, more broadly, a cultural shift at a systems-level, through work with employers, educators, and policymakers. To achieve these parallel Envision goals, United Way is implementing cutting-edge solutions to help move the needle for families struggling to secure reliable, high-quality childcare in our community.**



ENVISION ENVISION GOAL

Provide access to supports such that 95% of all publicly funded centers improve their quality scores by December 2027.*

864 Classrooms + 2,095 Teachers

In FY25, United Way collaborated with 864 classrooms and 2,095 teachers to improve quality through training and curriculum support.

SUPPORTING LOCAL CENTERS AND TEACHERS

Many families struggle to navigate their childcare options, often applying to multiple centers without securing the services they need to work full-time. 50% of Virginia employers cite childcare issues as negatively impacting their business, while 67% of households with <\$50,000 incomes reported not having reliable childcare.*

*According to a 2023 study by Virginia Early Childhood Foundation, Virginia Chamber of Commerce, and the Federal Reserve Bank of Richmond.

50%

50% of Virginia employers cite childcare issues as negatively impacting their business

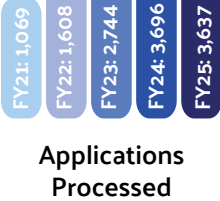
67% of households with <\$50,000 incomes reported not having reliable childcare

67%



Go2Grow

United Way's proprietary childcare enrollment platform, Go2Grow, has grown tremendously since its launch in 2021, providing a model that the Virginia Department of Education has adopted in other regions. Go2Grow helps thousands of families access high-quality childcare resources each year.



Childcare Workforce Incentives

New in 2025, United Way now partners with area childcare centers to:

1. Provide opportunities for aspiring teachers to pursue entry-level certifications
2. Improve quality of teacher-child interactions through advanced credentialing
3. Create cost-saving opportunities for local centers

Assistant Teachers Incentives:

United Way funds 4 weeks of start-up training for employees without direct childcare experience.

Lead Teachers Incentives:

United Way offers stipends to offset the cost of 6-month Child Development Associate (CDA) credential training for current Assistant Teachers.

\$23,000

The average cost of in-state tuition at the University of Virginia

\$20,000

The average cost of full-day, year-round infant care in our community



CONNECTED COMMUNITY

Connecting People, Ideas, and Organizations to Spark Positive Social Change

At United Way of Greater Charlottesville, we believe no single organization can solve our community's biggest challenges. That's why we bring together diverse voices and perspectives, uniting our community to create a place where all families can thrive. These convenings represent the foundation of our work and are facilitated by decades of relationships and trust built since our founding in 1943.

Broadly, United Way provides a forum and ongoing connecting points to unite our region's social impact sector—consistently merging grassroots interests with leadership from across local government, academia, and nonprofits to address key issues, especially when they are related to our core impact areas of Financial Stability and School Readiness. In doing so, United Way creates opportunities for dialogue and connection among individuals with seemingly disparate life experiences from across our community.

By forging relationships between community members and organizations addressing diverse community needs, United Way is increasing engagement in—and support for—positive social change at a regional scale.



FORGING RELATIONSHIPS ACROSS SECTORS



Day of Caring

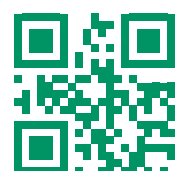
Since its founding in 1992, Day of Caring has engaged over 46,000 volunteers to complete more than 5,000 projects benefiting nonprofits, schools, and faith-based communities throughout Central Virginia—totaling more than \$5,300,000 in estimated value of service.

Under the leadership of United Way partners at Sentara Martha Jefferson Hospital and University of Virginia, volunteer participation at the 2025 Day of Caring was the highest it has been since 2013.

This success was inextricably linked to the diligence and support of

our inaugural Day of Caring Host Committee, a group of dedicated, cross-sector volunteers who recognize not only the significant connection between volunteerism and charitable giving, but also Day of Caring's ability to galvanize support for our regional social impact sector by connecting hundreds of nonprofits with future donors and long-term, recurring volunteers.

As an anecdote to illustrate these layered impacts, at the 2024 Day of Caring, a team of employee volunteers from Virginia Credit Union participated in a project at Agnor Elementary School. After connecting with teachers and administrators on-site, staff are now implementing K-5 financial education programs for underserved youth at the school, supported by corporate philanthropic funding.



Read more about how Day of Caring builds community impact here.

Thank you, again, to our 2025 Day of Caring Host Committee for your leadership!

- Michele Carroll, Sentara Martha Jefferson Hospital (Co-Chair)
- Kevin McDonald, University of Virginia (Co-Chair)
- Ed Basham, Atlantic Union Bank
- Heidi Burnette, Manning Family Foundation
- Annie Campbell, TELUS Digital
- Ali Christoph, Apex Clean Energy
- Jen Collins, Pinnacle Physical Therapy
- Cherry Dale, Virginia Credit Union
- Caroline Carter McLure, Orange County Public Schools
- Sarah Gaines, June Partners
- Sudha Kamath, UVA Health
- Valeria McFarren, Chaski Global Charlottesville
- Felix Sarfo-Kantanka, Dominion Energy
- Kimberly Skelly, Martha Jefferson Hospital Foundation
- Harry Stillerman, Piedmont Virginia Community College
- Juan Wade, City of Charlottesville
- Brooks Wellmon, Piedmont Housing Alliance
- Janine Williams, UVA Community Credit Union
- Anthony Woodard, Woodard Properties



Volunteering with the United Way Day of Caring is an outstanding way to meet and support local nonprofits, while spending a day working with coworkers outside of our day-to-day environment.

Ed Basham, Volunteer Team Leader, Atlantic Union Bank and 2025 Day of Caring Host Committee Member



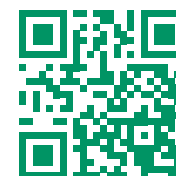
Women United

In 2005, eight women came together with a clear goal: to find a better way to give back. Their vision led to the founding of Women United, a partnership with United Way of Greater Charlottesville that empowers women's philanthropy to address critical human service needs throughout our region.

Through collective giving and strategic action, Women United empowers and uplifts organizations supporting women and children in the Greater Charlottesville community—including Charlottesville, Albemarle, Greene, Fluvanna, Louisa, Nelson, and Orange.

In March of 2025, Women United awarded a total of \$60,000 in grants to the following organizations:

- Albemarle Housing Improvement Program
- Emergency Food Network
- Feeding Greene
- HopeCam
- Hospice of the Piedmont
- Literacy Volunteers of Charlottesville-Albemarle
- Piedmont Family YMCA
- ReadyKids
- Sexual Assault Resource Agency
- The Paramount



Learn more about Women United's most recent grantmaking here.



Envision Radio

Envision Radio is a weekly podcast and radio program that provides a platform for ongoing, issues-based conversations in our community, and, importantly, a platform for local entrepreneurs to tell their story and gain visibility for their organizations. Envision Radio, in partnership with NewsRadio WINA, City of Promise, and the Jefferson School Foundation, has supported marketing and network-building for 200 emerging and established leaders to-date, emphasizing opportunities for United Way small business grantees. Tune into 98.9 FM or AM1070 every Saturday morning at 7:00am to hear the latest!



Tom Tom Civic Futures

United Way cohosted the Civic Futures track at the 13th Annual Tom Tom Festival this past April. Tom Tom is an important community-based platform that empowers new programs, resources, and ideas to help children and families thrive. Key themes emerged from this year's festival around the need to build shared civic infrastructure that is rooted in relational trust, inclusive storytelling, and strategic coalition models. In 2026, we will continue to partner with Tom Tom to center community voices and align public, private, and nonprofit efforts around a unified vision for Greater Charlottesville's future.

ENVISION ENVISION GOAL

Lead 100 convenings, coalitions, and community forums between January 2023 and December 2027



OUR PEOPLE

A Tapestry of Experiences
Shaping Lasting Community
Impact

Staff

OPERATIONS TEAM

- Ravi Cooper**
President & CEO
- Lisa Frazier**
Chief Financial Officer
- Dabney Coleman**
Chief of Staff & Strategic Program Manager
- Emily Sidani**
Human Resources Manager

FINANCIAL STABILITY IMPACT TEAM

- Ella Jordan**
Vice President, Financial Stability Impact
- Janasha “Jay” Bradford**
Financial Empowerment Manager
- Jennifer Davis**
Financial Stability Coordinator

SCHOOL READINESS IMPACT TEAM

- Meredith Locascio**
Vice President, School Readiness Impact
- Kearsley Hinely**
Senior School Readiness Director
- Melissa Carter**
Senior ECCE Program Director
- Nicole Alexander**
Early Education Specialist: Early Learner Scholarships
- Blair Davis**
ECCE Workforce Manager
- Ashlie Glass**
Early Education Specialist: VQB5
- Patrick Hayes**
Data Analyst
- Jesse Laase**
Early Education Specialist: VQB5 HR/SAW
- Megan Meyers**
Coordinated Enrollment Manager
- Amanda Meadows**
Early Education Specialist: Coordinated Enrollment

- Lina Montoya**
Senior Mixed Delivery Manager
- Emily Page**
Early Education Specialist: VQB5
- Brianna Sarceno**
Senior VQB5 Manager
- Justine Shelley**
Early Education Specialist: Northern Shenandoah Valley
- Mary Shifflett**
Early Education Specialist: Mixed Delivery HR/SAW
- Terrell Thompson**
Early Education Specialist: Family Engagement

ENGAGEMENT TEAM

- Caroline Emerson**
Chief Engagement Officer
- Katie Hand**
Chief Philanthropy Strategist
- Ben Wilkes**
Development Director
- Rebecca Martin**
Donor Services & Office Manager
- Markiana Smith**
Engagement and Belonging Manager
- Miranda Zelena**
Marketing Manager

Board & Volunteer Leadership

BOARD OF DIRECTORS

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- James E. Brown**
At Large
- Michele Carroll**
Women United Chair

- Adam Childers**
At Large
- Kent Couling**
At Large
- Josh Gentine**
Operations Chair
- Bridget Hamre**
School Readiness Chair
- Rebecca Ivins**
At Large
- Eddie Karoliussen**
Nominating Chair
- Ingmar Leliveld**
At Large
- Amanda Litchfield**
At Large
- Ashley Reynolds Marshall**
Financial Stability Chair
- Kevin McDonald**
Community Engagement and Leadership Chair
- Siri Russell**
At Large
- Carrie Stanton**
Governance Chair
- Xavier Urpi**
Audit & Finance Chair

ADVISORY COUNCIL

- Mike Chinn**
- Shannon Copeland**
- Sarad Davenport**
- Peggy Echols**

- Scott Hamler**
- Jennifer King**
- Mark Kurtz**
- Don Long**
- George Michie**
- Nzioki “Zikki” Munyao**
- Stephen Murray**
- Joyce Pastors**
- Carolyn Rainey**
- Charlie Rogers**
- Elsie Thompson**
- Sarah Tremaine**
- Bill Wardle**

All staff and board listings are current as of September 2025.

CELEBRATING EXCEPTIONAL LEADERSHIP

The Emeritus Society of United Way of Greater Charlottesville

The power and enduring commitment of this core group of United Way family continues to ensure the sustainability and forward progress of our organization. The remarkable generosity displayed by Emeritus Society members in response to a \$100,000 challenge grant offered by an anonymous donor this past holiday season raised over \$183,700. As a result, we are better equipped than ever to respond to critical family needs in our community.

We owe a tremendous debt of gratitude to our inaugural Emeritus Society Chair, Peggy Echols, for helping us get this initiative off the ground. Her incredible leadership and extraordinary results have resulted in a remarkable impact on the organization and the families we serve. We are delighted to share that Phil Sparks, longtime friend of United Way and former Campaign Chair, will succeed Peggy in this important work.

EMERITUS SOCIETY

- Peggy Echols**, FY25 Chair
- Russell Bell**
- Liza Borches**
- Suzanne Brooks**
- Dick Brownlee**
- Susan Cabell-Mains**
- Mike Chinn**
- Carol Clarke**
- Deborah Conway**
- Dan Goodall**
- PK Kamath**
- Bill Kehoe**
- Blair Kelly**
- Jim Kennan**, Deceased
- Steve Krohn**
- Chris Laing**
- Gary McGee**
- George Michie**
- Ward Sims**
- Phil Sparks**, FY26 Chair
- Bryan Thomas**
- Wade Tremblay**
- Juandiego Wade**
- Bill Wardle**
- Mike Wesson**
- John Young**

\$100k Challenge Grant Exceeded!

Emeritus Society members raised \$183,700 during this past year’s holiday campaign.

OUR AMAZING SUPPORTERS

We are incredibly grateful to the individuals, families, organizations, and institutions who supported United Way of Greater Charlottesville this past year. Your generosity and collaboration are helping realize our shared vision of a community where everyone can thrive.

Legacy Circle

United Way of Greater Charlottesville honors those whose planned gifts ensure that our work will endure.

- Anonymous (3)
- Gordon Black*
- Mr. Robert L. Blaeser*
- Suzanne J. and Robert L. Brooks
- Fallica Charitable Lead Annuity Trust
- C & Alma Hall Charitable Trust
- Noah Hoover*
- Ludwig Kuttner
- Miette and George Michie
- Elizabeth Nalley*
- Jim Richardson
- Mr. Robert P. Scharlemann*
- Wilma and Newton Thomas*
- Train Family Fund
- Michele and Wade Tremblay
- Worrell Family

Lifetime Circle

United Way of Greater Charlottesville recognizes those who have made cumulative gifts of \$25,000 or more in their lifetime.

- Anonymous (4)
- Michael Arenton
- Guy Babineau
- Carol Bauer
- Kathy and James L. Berlin
- Diane and Spencer Birdsong

*Deceased

- Mr. Howard W. Blauvelt*
- Dr. and Mrs. David Bogdonoff*
- Liza and Pete Borches
- Kathy Bowers and Richard Comfort
- Suzanne J. and Robert L. Brooks
- Diane and Dick Brownlee
- Bruce Cabell*
- Mr. and Mrs. William R. Cartwright
- Betsy and John Casteen
- Edith Catlin*
- Didi and Peter Chapin
- Mary and Mike Chinn
- Carol and Stephen Clarke
- Gail L. and David R. Clelland
- Lynne Conboy
- Deborah and George Conway
- Kari and Kent Couling
- Ruth Cross*
- Susan and David Dallas
- William Dalton
- Sarah and Victor Dandridge
- Margery and Thomas M. Daniel
- Cynnie Davis
- Bridget and Tim Davis
- Polly and David Deck*
- Alison DeTuncq and Paul Archer
- Sally and Charles Du Bose
- Peggy and John Echols
- Caroline Emerson and Sarah Horne
- Wendy Ferguson
- Donna and J. Michael Fitzgerald
- Mr. and Mrs. Donald Flow
- Dorrie and Barry Fontaine
- Jane Foster*
- Pat and Bob Foster
- Gary McGee
- Ellen and Michael Geismar
- Leslie Gilliam*
- Claudette Grant and Juandiego Wade
- Valerie and Carlton Gregory
- Carolyn P. and David W. Grow*
- Mr. and Mrs. Leroy R. Hamlett, Jr.
- Alice Handy*

- Lauretta and Peter Harbilas
- Gregory Harris
- Bebe Heiner and Bill Atwood
- Sarah Hendley*
- Teresa and John Hickey
- Linda Hitchings
- Stuart Howards
- Lisa and Randy Huffman
- Barbara and David Hutchinson
- Judy and Michael Jaeger
- Pam and James Jessup
- Bill Kehoe
- Laurie and Blair Kelly
- Robert Kelly
- Betsy and James Kennan*
- Carol and Steve Krohn
- Barkley and Chris Laing
- Joseph Larnier*
- Patty Leggett
- Amanda and Joel Litchfield
- Valerie and Don Long
- Carol and Kenton McCartney
- Michelle and Lawrence McConnell
- Carolyn and Gary McGee
- Sarah and Grey McLean
- Andrea Mejia and Craig Volden
- George Michie
- Bonnie and Charles Moorman
- Ann and Carter Myers
- Reid Nagle
- John Nunley
- Judy and Richard L. Nunley
- Sarah J. and J. Thomas Parsons
- Susan McLeod Prindle
- Sue and Reuben Rainey
- Sally and Michael Rettig
- Kathy Rhyne and Chuck Axten
- Grace Riggs*
- Dudley Rochester*
- Ann and Dennis Rooker
- Ken Rosen
- Mr. and Mrs. Charles M. Rotgin, Jr.
- Karen and John Rowlingson
- Elizabeth and Mark Sackson
- Mr. and Mrs. Leonard W. Sandridge, Jr.
- Caroline and Jim Satira
- Sykes Scherman*
- Carolyn and Kevin Schuyler
- Mrs. Frederic W. Scott*
- Betty and John Scott*
- William Sihler
- Jane-Ashley and Peter Skinner
- Hunter J. Smith
- William Smith
- Anne Spence*
- Philip Stokes
- Teresa Sullivan and Douglas Laycock
- Jane and Bryan E. Thomas
- Mrs. Wilma C. Thomas*
- Elsie and W. McIlwaine Thompson
- Cathy and Kirk Train
- Sarah Tremaine
- Susan and Richard Tremblay
- Michele and Wade Tremblay
- Mike Tubridy*
- Jerry Vinson
- Lorraine Wallenborn*
- Nancy and William G. Wardle

- Bonnie Wilfore and Chris Conti
- Susan Wells Sargeant
- Kathy and Mike Wesson
- David Whitcomb
- Mickie and David Wood
- Margaret J. Wyllie*
- Nancy and John Young
- Wendy Zomparelli and Richard Handler

Transformational Partners

\$100,000+

We are tremendously grateful to the following organizations, whose transformational investments have enabled us to pilot, refine, and scale new programs and initiatives for expanded community impact.

- Albemarle County
- Anne & Gene Worrell Foundation
- Anonymous
- City of Charlottesville
- Perry Foundation
- Virginia Early Childhood Foundation

YEARS OF GIVING

One of the most important ways we can show our appreciation for the contributions of our donor community is by acknowledging the longevity of your commitment. Those with a numbered sticker next to their name have given to United Way of Greater Charlottesville for at least that many years.

- 30 30+ Years
- 20 20+ Years
- 15 15+ Years
- 10 10+ Years
- 5 5+ Years

Envision Circle

\$10,000+

INDIVIDUALS

- Anonymous
- 20 Liza and Pete Borches
- 30 Suzanne J. and Robert L. Brooks
- 20 Diane and Dick Brownlee
- 20 Mary and Mike Chinn
- Bridget Hamre
- 5 Teresa and John Hickey
- 10 Miette and George Michie
- 10 Reid Nagle
- 30 Judy and Richard L. Nunley
- 10 Susan Wells Sargeant
- 20 Nancy and William G. Wardle

ORGANIZATIONS

- Anonymous
- Albemarle County Office of Economic Development
- Bank of America
- Better Living
- The Charles Fund
- The Chasen Family Fund
- City of Charlottesville Office of Economic Development
- Hartfield Foundation
- Pepsi-Cola Bottling Company of Central Virginia
- Sentara Healthcare and Employees
- Sentara Martha Jefferson Hospital and Employees
- Smyth Community Fund
- UVA Office of Community Engagement & Equal Opportunity
- The David S. Walker, Jr. Foundation
- Wardle Family Foundation
- Wegmans and Employees
- Whitney and Anne M. Stone Foundation
- Virginia State Employees
- United Way of Greater Charlottesville Employees

Changemakers Circle

\$5,000+

INDIVIDUALS

- Anonymous
- Elaine and Joshua Attridge
- 10 Kari and Kent Couling
- 15 Mr. and Mrs. Donald Flow
- Paul Gaden
- 20 Carolyn Grow
- 15 Bebe Heiner and Bill Atwood
- 30 Patty Leggett
- Angie and Dan Oakey
- 10 Ann and Dennis Rooker
- 10 Kathy Rhyne and Chuck Axten

- 10 Richard Steeves
- 20 Elsie and W. McIlwaine Thompson
- 30 Cathy and Kirk Train
- 10 Susan and Richard Tremblay
- 20 David Whitcomb
- Louise and Donny Wyatt

ORGANIZATIONS

- Apex Clean Energy
- Atlantic Union Bank & Trust and Employees
- Bama Works Fund at Charlottesville Area Community Foundation
- Caroline O. Green Trust
- Carter Myers Automotive
- Costco Wholesale Store #1184 and Employees
- Virginia Credit Union
- UVA Health
- UVA Office of the Executive Vice President and Chief Operating Officer
- UVA Office of the Executive Vice President and Provost
- UVA Office of the President

Impact Circle

\$2,500+

INDIVIDUALS

- Anonymous
- 20 Carol Bauer
- 10 Didi and Peter Chapin
- 10 Ravi Cooper
- 30 Caroline Emerson and Sarah Horne
- 10 Sally Garland
- 5 Meredith and Josh Gentine
- Ashley and Kevin Gundersen
- 15 Lauretta and Peter Harbilas
- William Hightower
- Susan Jacobson and Norm Oliver
- 20 Laurie and Blair Kelly
- 20 Carol and Steve Krohn
- 5 Frances Lee-Vandell
- 20 Amanda and Joel Litchfield
- 30 Carolyn Rainey
- 5 Lauren and James Record
- 15 Sally and Michael Rettig
- 30 William Sihler
- 15 Jody and Robert Smith



30 Philip Stokes
20 Mary Lyndon Whitmore

ORGANIZATIONS

Anonymous
Caplin Foundation
Dominion Energy
Jefferson School Foundation
Mutual Assurance Society of Virginia
The Simon and Szaflarski Fund
SRC Employees
Truist Foundation
UVA Community Credit Union

Community Circle
\$1,000+

INDIVIDUALS

Anonymous
Rachel Baker and James Burnett
Donna Barnd
Sara Bethea
Melanie Brede
15 Bernard Bress
Joyce Brown and Christopher Pax
Michele Carroll
Nancy and Douglas Caton
Caroline and Adam Childers
Ellen Contini-Morava
30 Deborah and George Conway
20 Susan and David Dallas
20 David Deck
5 Anne DeMaso
10 Drs. Cindy and John Dent
20 Peggy and John Echols
20 Claudette Grant and Juandiego Wade
20 Nancy and Russell Grimes
Carl Heins
30 Roberta Hunt
20 Barbara and David Hutchinson
5 Sarah and Ed Hutchinson
30 Pam and James Jessup
Sylvie Jobses and Stephen Murray
5 Ella Jordan
5 Justine Joscelyne*
Susannah and PK Kamath
30 Bill Kehoe
Beth Kennan
Christina Kilby and William Robinson
David Landin
15 Valerie and Don Long
30 Lynn and Larry Martin
10 Regina and John McGovern
Mirabella Mitchell
15 Karen Moran and Wistar Morris
15 Lang Murray
30 Matthew Murray
10 Evans and Court Nexsen
10 Chris Noland
Dr. Wallace Nunley
10 William O'Neil
Heather Page
5 Joyce Pastors
Misty Philpott
Elizabeth and Thomas A. Pitt
30 Susan McLeod Prindle
5 D. Kay and Glen O. Robinson
30 Mr. and Mrs. Charles M. Rotgin, Jr.

5 Virginia and James L. Rovnyak
30 Karen and John Rowlingson
30 Elizabeth and Mark Sackson
30 Mr. and Mrs. Leonard W. Sandridge, Jr.
Timothy Sigmon
30 William Smith
Catherine Stuart and John Ellis
10 Susan Smith and Robert Baydush
Margaret Swensen
20 Adela Su and Eddie Karoliussen
20 Jane and Bryan E. Thomas
10 Sam Uppala
15 The Honorable and Mrs. J. Harvie
Wilkinson III
10 Kerin Yates

ORGANIZATIONS

Black & Veatch Employees
Boxley Materials Company
Employees
Brown Advisory and Employees
C & Alma Hall Charitable Trust
Coalition for Economic Opportunity
Commonwealth Commercial Partners
Daikin Applied Employees
Delta Air Lines
The Joe and Pat Edwards Foundation, Inc.
Eli Lilly & Company and Employees
Exelon - Constellation Energy and
Employees
IBEW Local 26
Pinnacle Physical Therapy
Renaissance Charitable Foundation Inc.
S&P Global Market Intelligence
Employees
Signature Family Wealth Advisors
Truist Employees
Whitley/Service Roofing & Sheet
Metal Employees
Williams Mullen

We have made every effort to ensure
the accuracy of these listings and
encourage you to contact us if you
notice any errors or
omissions.

In-Kind
Contributors

We recognize and celebrate that
gifts to United Way are not one size
fits all. Many, many thanks to our
constellation of collaborators, whose
generosity in providing discounted
professional services helps enable
us to prioritize the allocation of
organizational resources toward
direct services for local families.

Chaski Global
C-VILLE Weekly
Dominique Attaway Photography
Donald D. Long, Flora Pettit
Eure Consulting
Hantzmon-Wiebel
Harvest Moon Catering
Lifeview Marketing & Digital
Mindsalt
Partnerships for Strategic Impact
Silvercrest
T&N Printing
Woodard Properties

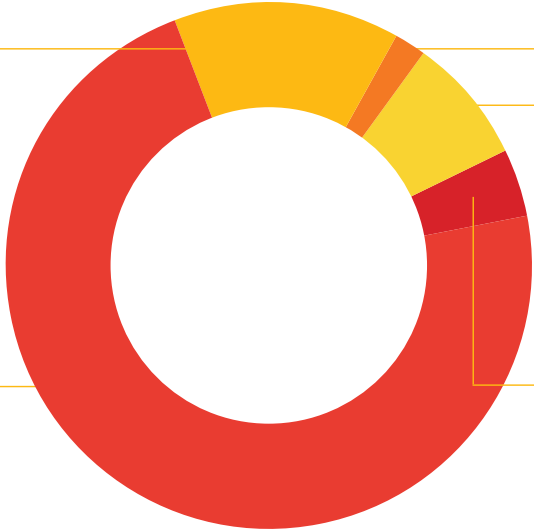


FROM CONTRIBUTION
TO CHANGE

FY25 Financials

Private Philanthropy
14% | \$1,803,768

Public Grants
73% | \$9,650,594



FY2025 Total Revenues
\$13,254,906

Investment Income
2% | \$315,323

Administrative Partners
8% | \$989,468

Pathways Community Resource Hotline:
\$727,164 (5%)
Santa Fund for Schoolkids: \$225,494 (2%)
Women United: \$36,810 (<1%)

Admin Fees, Events, Rent,
Program Encumbrances:
4% | \$495,753

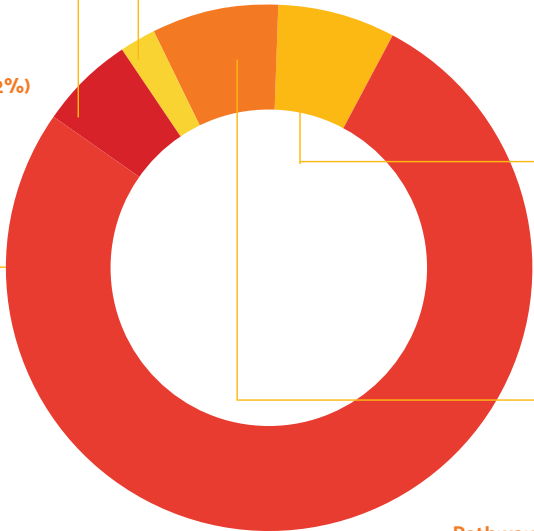
FY2025 Total Expenditures
\$13,254,906

Financial Stability:
6% | \$765,550

Small Business Grants and PROSPER: \$320,885 (2%)
Coalition-building: \$202,301 (2%)
Family Investment Program: \$144,825 (1%)
Transportation Programs: \$97,539 (1%)

School Readiness
77% | \$10,217,668

Ready Region Blue Ridge: \$9,242,493 (70%)
Early Learner Scholarships: \$505,978 (4%)
Early Education Systems-Building: \$316,697 (1%)
Targeted Grantmaking: \$152,500 (1%)



Connected Community
2% | \$250,704

In-person Forums and Digital
Community Platforms: \$118,099 (1%)
Community and Leadership
Development: \$71,005 (1%)
Volunteerism and Day of Caring:
\$61,600 (<1%)

Operations and
Administration
7% | \$898,527

Fundraising and Education: \$662,776 (5%)
Management and General: \$235,751 (2%)

Administrative Partnerships:
8% | \$1,122,457

Pathways Community Resource Hotline: \$665,654 (5%)
Santa Fund for Schoolkids: \$336,157 (3%)
Women United: \$120,646 (1%)

*The figures presented in this financial statement are unaudited. Percentages are approximates.

Nonprofit Organization
U.S. Postage
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Charlottesville, Virginia
Permit No. 420



200 Garrett St., Ste. I
Charlottesville, VA 22902

UnitedWayCville.org



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#Envision

